

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .CLARK DURANT 4 SENA

Product Fri 8-3 thru 9am 8-7

Estimate# 189

Buyer Cheryl Mulhall

Phone#

Fax#

Agency () STEVENS REED CURCIO & POTHOLM

201 NORTH UNION STREET, SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 17/61/189

Flight Dates 08/03/2012 - 08/07/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F,M-TH	5A-6A	NWS8 DAYBREAK	:30	\$125.00	08/03-08/09	1	1	1	\$125.00	
Rating: 1.4												
	2	F,M-TH	6A-7A	NWS8 DAYBRK II	:30	\$375.00	08/03-08/09	3	1	3	\$1,125.00	
Rating: 3.3												
Buyline Comment: RUN 1X ELECTIONA AM												
	3	F,M-TH	7A-9A	TODAY OLYM 7/30-8/10	:30	\$750.00	08/03-08/09	2	1	2	\$1,500.00	
Rating: 6.0												
	4	F,M-TH	6P-630P	NWS8 AT 6P	:30	\$850.00	08/03-08/09	1	1	1	\$850.00	
Rating: 8.2												
	5	F-TH	8P-12A	OLYMPICS PRIME	:30	\$2,250.00	08/03-08/09	3	1	3	\$6,750.00	
Rating: 15.4												
	6	SA-SU	6A-12A	OLYM WEEKENDS	:30	\$400.00	08/04-08/05	4	1	4	\$1,600.00	
Rating: 5.2												

---REPORT TOTALS---

Report Totals: 14 / \$11,950.00

---SALES MONTHLY TOTALS---

Aug 12: 14 / \$11,950.00

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Sales Totals: 14 / \$11,950.00
Station Totals: 14 / \$11,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$21,819	CATV	0%	WOOD	54%	WOTV	0%	WWMT	22%	WXMI	8%
		WXSP	0%	WZPX	0%	WZZM	14%				

Books null
Demos RA35+